

Cohen's Kid Gloves

are chosen from the standard best in the world. It is not a haphazard venture when you buy gloves here.

Our \$1 Glove is the proof of goodness of the whole country. There is nothing to equal them in this city. We know it, and experience has taught you.

We sell the ordinary 75c glove at 50c; all colors and black and all sizes. Trefousse Gloves, at \$1.50 and \$2 are in the lead of all glove goodness. Every other make is a shadow of talk in comparison. New Dent Walking Gloves are here at \$1. Mocha, Suede and Evening Gloves—the Biarritz, the Long Evening Gloves, all that are usually \$1.50 are \$1 here, and we try them on with a guarantee.

You Want to Be Here

for Black Goods Monday

All-Wool Panama Suiting, 50c and 50c suits, for 35c and 37 1-2c. Finest \$1.25 Vests, with a skip of mohair, for 40c. All-Wool Heavy Tailor Serge, best \$1 goods ever sold, 60c. Silk Warp Henrietta, \$1.16 value, 75c. New Imported Henrietta, in all the various shades, from 50c to \$1.50. Silk and Wool Crepe Cloth and Eolienne, usually \$1 and \$1.25, for 75c and 80c.

\$5 Handsome

Silk Petticoats,

\$3.98.

Best \$5 Black and Colored Taffeta Petticoats ever sold in Richmond are \$3.98 each, in all sizes.

Flannelette Gowns for Woven 39c.

Flannelette Night Gowns for women and misses, every kind and description, 39c each.

\$2 Embroidered Double Fleece Flannel Gowns, in pink and blue, for 98c. Scalloped Edge Skirts, solid color, 30c. Other Flannelette Skirts, 10c and 25c.

70 dozen White Muslin Gowns, high or low neck; the lowest 50c to 88c value. Owing to the late season, the manufacturer closed them out to us; Monday, 50c each all sizes.

Here Are Hundreds of

Umbrellas.

250 of them were bought at about half price; it makes \$1.50 Umbrellas 98c; \$1.25 ones, 85c; Men's \$2 ones, \$1.25; 50c ones, 20c; \$4.50 silk ones, \$3.

The Cohen Store is International.

The merchandise connection reaches to every factory on both continents.

The exhibition for this New Store is not only interesting from a point of sight-seeing, but instructive as well.

Quaint, Low and Special Prices.

This store will always be run on the principle on which it was started near fifty years ago—namely: *The smallest profit and most reliable dealings.*

Hundreds of winning prices for Monday.

Opening of the Fur

Department on Second Floor.

Many of the styles are widely changed. We have every kind of all the various Furs that are known like in the made garments, we buy from the best makers.

Long Stole of Sable Hair, \$3.50. New Shape in Fine Sable Fox, \$10. 27 Beautiful Full Fox Sable and Isabella, \$10 Scarfs for \$5 each. Mink Throw Scarfs, \$9.50. Handsome Mink Throw Scarfs, \$4.

Squirrel Throw Scarfs, \$4.00. Real Ermine Sets, \$80 to \$125. Imitation Ermine Scarfs, \$3.45; Muffs to match, \$1.85.

The Art Department

WILL SELL MONDAY Linen Centerpieces, 8x9 inches, with drawn work and embroidered scalloped edge, 10c each. Table Covers to match for 50c. Scarfs, full length, for 75c. Hundreds of Ready-Made Cushion Covers, Velours, Burlap and Lithograph, various beautiful designs, for 25c and 60c.

Monday Will Be a

Hosiery Day.

Some 5,000 dozen pairs are ready and waiting.

600 dozen Women's, Misses and Children's Stocks at 10c a pair. The Women's are fast black, seamless, fancy embroidered fronts, full seamless tans, black with white feet, and other kinds.

The Misses' and Children's are solid black ribbed, in all sizes to 9 1-2. The values run to 10c. Children's 25c Full Regular Made Lace Socks, the entire lot for 10c a pair. Usual \$1.50 Silk Stockings, in black or colors, for women, are \$1 a pair.

Men's Neckwear as a

Monday Sale.

Any Men's Neckwear you can see in any style in this city at 25c to 39c will be sold Monday for 19c.

Includes Four-in-Hand, Teck, Bat Wings and all styles—a long counter full of them. Pretty Shield Bows, ordinarily 25c, are 9c. 52-inch String Ties, 9c. The fine 25c quality are among those at 19c. Everything else in Men's Furnishings at similar prices.

The Ladies' Home Journal Patterns

will be on sale with the Cohen Co. from Monday on. Their name is the well-known guarantee for all that style, fashion and correctness in everything about Paper Patterns can imply.

We feel pleased with the honor of being selected as the exclusive store in Richmond to represent them, and will ask you to buy them with the same confidence that you have the merchandise offered these many years by our house.

There is a guide-chart free with every pattern you buy, showing you how all the pieces go together. A handsome Style Book free. The prices of patterns are 10c and 15c.

Main Floor, Right Aisle, Near Elevator.

Carpets Proved by Test

No experiment in Cohen's Carpet Store. It always keeps on the safe side of the best only.

The Great Choice is Yours for Nothing

We have doubled our capacity and our stock. Any Carpet step you take without consulting this department is either a price risk, a risk of style or risk of wear. We hold the Carpet position to compete with any and every retail house in America, and any estimate entrusted to us will soon enough bring you the proof. This statement applies to all things for floor covering.

Axminster Druggets, 9x12 feet, rich Oriental and floral effects, for \$22.50. Bigelow Axminster Druggets, 9x12 feet, for parlors or libraries, \$25. Wilton Druggets, 9x12 feet, light or dark. Orientals, \$12.50, \$37.50 and \$50. All Wool Smyrna Druggets, 9x12 feet, reds or greens, for \$10.75.

MORAVIAN SMYRNA RUGS, All Sizes.

Mats 39c
4x7 feet \$3.50
5x8 feet \$4.75
6x9 feet \$6.50
9x12 feet \$11.50
3x9 feet Hall Rugs \$3.50
Wool Smyrna Rugs, 4x7 feet, \$3.95

A Superb Line of Curtains and Draperies.

Fills the large new department set aside for them. With the greater space comes the greater opportunities for you and by comparison you'll find the big values. A slight hint of themany attractions.

Irish Point Curtains, heavy hand work, 4 yards long, extra wide; \$6.50 value, \$5 a pair. Renaissance Lace Curtains, 3 yards long; \$5 value, \$3.40 a pair. Plain Net Curtains, renaissance insertion and edge; value to \$4.50, for \$2.95 a pair. Ruffe Net Curtains, in white and Arabian, 3 yards long; \$2.25 value, \$1.45 a pair. Plain Net Curtains, in Renaissance and Irish Point designs; regular value \$3.50, for \$2.50 a pair. Heavy Double Thread Net Curtains, that sell for \$2, are 98c a pair.

A New History of a Perfect Garment Store Begins Monday.



It marks a new era of the store, and a new era of Made Garments of every description.

The preparation has been going on for months, and the spirit of it originated in Paris, both as to garments and the fitting up of the Garment Store. We have not overlooked little prices for the finest garments produced by the best tailors only. These few as seen by the writer:

\$22.50, \$25 and \$29 buys most beautifully Tailored Suits, made by exclusive makers who make a specialty of these garments, which forms a guarantee that they will hold their own. The styles comprise the long coats to 52 inches, and the new Etons or Waist Coats, in cluding all the new shades from the light mixtures of gray; every new coloring that fashion has evolved. No matter what your shape, suits are made to fit the slim miss as well as the elderly-oupled woman. There are hundreds of suits at \$10, \$12.50 and \$15.

We call especial attention to All Wool Suits, handsomely tailored, coats 45 inches long, and the price \$15. 52 Women's Rainproof Coats, the latest styles, perfectly tailored, \$7.95 each. New Coats, pretty mannish mixtures, latest achievements in styles, all wool materials, \$8.50. One of the successful Coats of the season is the Empire, black, solid colors or mixtures, \$12.50. Dozens of other styles in Coats, including the

various styles for evening wear. Handsome Fur Lined Coats, \$25. Our line of Misses' and Children's Suits and Coats is now ready. Dresses, \$7.50 to \$22.50; Coats, \$1.50 to \$17.50. Hundreds of Handsome Skirts. One lot of 45 to 47 1/2 Skirts, were bought to sell for \$3.98. Some of the Handsome Skirts are \$10. \$12.50 Skirts are \$7.50—all of them the latest accepted styles.

The Scope of Cohen's Silk Influence is Surprising

Manufacturers who overproduce find a ready outlet at Cohen's. Large quantities of Silks find their way here because we can handle them. Here are some Silks, which cost nearly a half more to make:

75c Black Beau de Soie, guaranteed pure dye, 20 pieces to sell Monday, 38c a yard. \$1.19 Black Beau de Soie, 36 inches wide, soft finish, 55c. Fancy Taffeta Suiting Silks, in popular colors and designs—50c qualities, 20c. 60c qualities, 45c. 90c Black Imported Taffeta, glace finish, the rustling kind; smooth, even weave; special, 65c a yard. 30c Figured Neta, white grounds, with light dainty figures scattered over the surface, 10c a yard. 75c Taffetas in light and dark colors, including black, 50c. \$1.55 Black Taffeta, 36 inches wide, guaranteed pure dye; has a smooth, even surface, \$1.25. 65c Black Louisines, soft and lustrous, pure silk, 37 1-2c. 88c Crash Finish Silk Pongee, in all light and dark colors, two-toned and plain effects, including white and black, 60c. 50c Lining Silks, soft and rustling finish, beautiful line of colors, 30c. 98c Molre Velours in colors, white and black, heavy enough for coats, 75c. \$1.85 Black Crepe de Chine, double width, heavy finish, soft and clingy, \$1.25.

Some Millinery Specials

We have some modestly priced hats which are copies in shape of the finest Parisian hats of this season. They are all ready-to-wear, but with a little trimming added you have a hat similar to those that cost five times as much.

Velvet Shapes, in latest styles, ready to wear, \$5. Polo Turbans, in all colors, ready to wear, \$4.95. Velvet Turbans, shirred brims, trimmed in coque breasts, \$3.25. Reduction of 40 per cent. on all our stylish hats which were used in our fall opening. Many of these are exclusive styles.

A New Store for Boys'

Clothing.

With the new prices and inducements that go with them. We can sell clothing for less than a clothing store because it costs less to do business.

Boys' Double Breasted Suits of fancy mixed and checked cheviot, guaranteed all wool, reinforced with double seat and knees, \$4.45. Boys' Norfolk and Double Breasted Suits, in new and stylish mixtures with regular or bloomer trousers; a splendid value, for \$3.50 and \$3.95.

Boys' Norfolk and Buster Brown Suits of all wool cheviot, in desirable patterns, perfect fitting, \$1.98 and \$2.45.

Boys' Knee Trousers, made of heavy serge, cheviot and fancy tweeds, for 75c, 98c and \$1.25.

Boys' Box Overcoats, with emblems, in tan, covert cloth and blue serge; \$7.50 value, for \$4.30.

Boys' Full Length Overcoats, with belted back, in Oxford gray and fancy mixed cheviot, for \$2.48 and \$3.95.

Boys' 50c and 75c White and Colored Shirts and Waists, 25c and 50c.

Sale of Colored Dress

Goods.

has been pronounced one of the new store's successes. All the latest styles in Greys are here, in every quality.

Among these the fashionable Grey Suiting, 54 inches, for 75c a yard. Others are \$1 to \$1.60 for goods that are usually priced in tailors' stores at \$3.

175 pieces of Broadcloths are on sale, values to \$1.85; choice of any color or black at 98c a yard.

Cream Basket Cloth, heavy weight, that is scarce at \$1.25, is here for 60c.

All-wool Henrietta at 50c. Half-wool Soft Finish Henrietta in every shade, 25c.

Novelty Rainproof Fabric, the best made, width 56 inches, \$1.50.

All-wool Covert Cloth, 50c to \$1.60. All the various White and Cream Fabrics so much used, including broadcloths, are priced 25c to \$3.50 a yard.

Danish Cloth, half wool, in all colors, 10c.

Carefully Made

Shirtwaists.

It's the first principle to build on. The quick sales for them comes with the pricing—Cohen's Store has not patience with any other.

New Taffeta Tailor-Made Waists, elaborate embroideries, including black, white and all colors; waists that should sell for \$6 are at the astonishing price, \$4.98.

White Mohair Waists, with embroidery, that cost almost as much as we charge for the entire waists, \$1.08.

Hand Embroidered Linen Waists, lace trimmed; Mull Lingerie Waists, choice of any styles that were made to sell for \$3.50, for \$1.08.

Embroidered Black Mercerized Waists, 50c. A counter of Waists at 50c and 50c each. There are hundreds of Waists that are remarkably priced.

Sweaters, from those for the small baby to every kind for women's use, 50c to \$3.08.

It Has Become a Knit

Underwear Store

With an inducement for every buyer, whether it is for Munsing or any other make. 150 dozen Women's Fleece Ribbed Vests, natural or unbleached, will be sold Monday 15c each.

Munsing Plated Underwear is sold for 60c a garment. Oxford Underwear for 60c a garment. Halveta \$1.25 Vests and Pants are 75c. Halveta Union Suits, always heretofore \$1.50, are \$1.

We have 300 dozen Women's Non-shrinkable Wool Vests and Pants, all sizes, which will be put on sale Monday, 39c a garment.

On Sale Monday, 70 dozen Children's Fleece Ribbed Wrapper Vests, sizes 1 to 6, for 5c each, for retail only.

Misses' Black Wool Ribbed Tights, color guaranteed, 75c.

Women's Equestrienne Tights and Pants in black wool, ribbed, 85c, \$1 and \$1.25.

Do You Love Your Baby?

You wish it to be dressed in its best. We know how, and have made every preparation to meet the views of charm's extravagance and for the littlest prices.

Counter full of new, beautiful Winter Cloaks for children, from 2 to 6 years, including the new heavier skin, silk ripple plush, broadtail velvet, flaked plush, cloth, panne velvet and many other materials.

Handsome Military Cloaks, in all wool, with emblems, sell for \$2.95—all colors.

Broadtail Silk Plush Cloak sell for \$3.05. Light Mixed Astrachan for \$3.05.

We can fit your child at \$1.50 in Cloaks that cost to \$4, or at \$8 and \$10; you can buy infants' White Cloaks, from \$1.25 to \$10. Caps and Bonnets from 25c to \$5.

There is nothing spared in the infants' Department to make it the greatest choice ever displayed.

Bargain Items for Monday the Best News of the Season.

These are all quick sellers, because they are just what you need most. There is not a slow one in the bunch.

Black and Colored Spool Silk, all good shades, 3 spools 5c.

White Beading, 6 yards pieces, 2 1-2c. All sizes Kid Curles, 5c a dozen.

10-yard rolls White Tape, 5c; all widths. 40 Count Mourning Pins, 3 boxes, 5c. Nickel Safety Pins, all sizes, 2c a dozen.

English Pins, 400 pins to paper, 2c a paper. 25c Omo Shields, 10c a pair.

Agate Buttons, all sizes, 5c a card. Gold Eye Needles, 2 papers 1c. Mercerized Embroidery Cotton, every color, 2c a spool.

Shell and Amber Hair Pins, 20c kind, 10c a dozen. Darning Cotton, black, 1c a spool. Smith Needles, 3c a paper.

8c Colored Beading, 4c a bunch. Needle Books, 4 papers Needles and Darning Needles, all for 3c.

De Long's Hooks and Eyes, 7c a card. 4-4, 5-4 and 6-4 Flat Shoe Laces, 5c a dozen.

15c Hose Supporters, pad fronts, 10c. Fancy Ruffie Garter Elastic, 9c a yard.

Hooks and Eyes, good ones, 1c a card. John J. Clark's Spool Cottons, 2c a spool.

Talcum Powder, glass bottles, 6c. Large 3c Cakes Turkish Bath Soap, 1c. 10c Medicated Soap, 2c a cake.

Witch Hazel Soap, 3 cakes 10c. Pencil Toilet Soap, highly perfumed, 2 1-2c. Cradock's Medicated Bath Soap, 5 1-2c.

10c and 15c Tooth Brushes, any 5c. Clothes Brushes, good bristles, 15c ones, special 10c.

Palm Soap, 2c a cake. Ask for free sample Lanna Oil Soap. Sample lot of 75c and \$1 Bags, 30c each. Children's 25c Patent Leather Belts, 3c. Black Embroidered Belts, 10c.

Cohen's Basement Helps Save Thousands of Dollars Annually

Monday we'll have a Manufacturers' Outlet Sale.

10c and 12c Outing Flannels, 7 3-4c. 12 1-2c Teazeldown, white and colors, 7 1-2c.

Regular 12 1-2c Dark Percales, 7 1-2c. Yard-wide 12 1-2c Printed Flannelettes in dark colors, 8 1-2c.

Plaid Dress Gingham, the best styles—new this season—quality made to sell for 12 1-2c, are priced 7 3-4c a yard.

3,000 yards best quality of 8 1-4c Fancy Dark Dress Prints, 5c a yard.

3,500 yards of 8c Prints for comforts and curtains, in the newest designs, that usually sell for 10c, are priced 6 3-4c a yard.

Dress Flannelettes in Bourrette styles of Scotch dress fabrics, made to sell for 15c; our price, 8 1-2c a yard.

Turkey Red and White Prints, warranted oil colors, for 4 3-4c.

Dark Flannelettes, the usual 7c quality, in lengths to 10 yards, for 3 3-4c a yard.

The best 40-inch wide Unbleached Cotton, that sells for 8 3-4c, will be 7 1-2c a yard.

1,200 yards of Unbleached Canton Flannel, the 8c quality, for 6c a yard.

Androsoggin Cotton for 7 1-4c.

Some 2,100 Bed Quilts

have fallen into our hands. The manufacturer made them to order, and for some reason the order was cancelled. They are not made like ordinary Comforts, but with special care to the inside and outside.

Comforts of wool filling, with new design of silkline; light as eiderdown and as warm; these were made to sell for \$3.75; our price is \$2.75.

A Pretty Border Quilt of pure cotton, full weight and pretty designs; the price, \$1.50.

No matter what your idea is in comfort or kind, you can find it among this lot at the above discount. Some five dozen Eiderdowns among the lot will sell—\$5 ones at \$3.75; \$5.50 ones for \$4; \$10 ones for \$7.50; besides others.

You can also buy Blankets here Monday. The \$3.50 Wool Blankets are \$2.50.

The \$5 Wool Blankets are \$4. The \$6.75 Wool Blankets are \$5. The \$7.50 Wool Blankets are \$5.75.

The usual \$10 Fine Wool Blankets are \$8.50.

TWO SPECIAL PRICES IN COTTON BLANKETS.—Silver Grey Double Blankets for 50c a pair.

Heavy White Double Blankets for 95c a pair.

The new supply of Sheets and White Quilts.

Double-Bed Sheets, that cost 70c and 75c, hemstitched and plain hemmed, 538 pairs for 68c each.

Variety of Imported Marseilles Quilts, for metal and wooden beds, fringed and unfringed.

Among the Quilts are \$2.25 ones for \$1.75.

The usual \$8 Quilts sell for \$5. \$0.25 Quilts sell for \$4.25, and so on.

\$7.50 Austrian Tea Set \$5.

\$5—\$6-piece Austrian China Tea Sets, regularly \$7.50.

\$0.75—100-piece Dinner Sets, decorated in roses, forget-me-nots, violets, and hand-somely finished in gold studding.

\$2—Hand-decorated Cake Plates in French, Austrian and Bavarian China.

\$3—Imported Chocolate Pots in new and artistic shapes and decorations.

\$6 each—Blague Vases, 3 inches high; other ornaments from France, Moravia, Germany, Bavaria, Italy, Bohemia and Japan; all prices, from 9c to \$20.

\$1.75 for Cut Glass Olive or Pickle Dishes in pretty new shapes and cuts.

\$5—8-inch Chrysanthemum Cut Bowls; a good \$7 value.

\$2.50—Cut Glass Carafes that were \$5.

\$2.25 for a Blue, Brown, Green or Olive Jar and Pedestal that stands 24 inches high.

98c—Granite Hum Bolders.

80c—Galvanized Iron Wash Tubs.

9c—9-12 Deep Muffin Pans. 9c each—Glass Stump Plates. 9c each—8-inch Glass Flower Vases. 98c—Crystal Berry Sets, consisting of a bowl and 6 saucers. 38c a dozen—Glass Rose Toilet Paper.